ContactEngine in partnership with BT’s Enterprise unit wins gold for ‘Use of Technology’ at the UK Customer Experience Awards 2019

Submitted by: ContactEngine
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London, 31 October 2019: ContactEngine, the conversational AI technology used by large corporations to automate customer communications, together with BT’s Enterprise business, wins gold in the category of ‘Use of Technology’ at the UK Customer Experience Awards 2019.

The award recognises the success of BT’s ‘Brilliant Installations’ initiative, whereby its Enterprise unit implemented ContactEngine conversations across broadband and landline customer services in order to deliver a ‘brilliant customer experience’. ContactEngine engages customers in intelligently automated conversations using Natural Language Understanding to engage with customers from initial order, through to appointment scheduling, billing and surveying. The accolade represents the outstanding results achieved with ContactEngine, which exceeded the targets set out at inception. Key results include:

40 per cent reduction in customer driven cancellations
50 per cent reduction in customer calls related to enquiries
85 per cent customer engagement rate
38 per cent improvement in NPS

Dr Nicola Millard, Principal Innovation Partner at BT commented: “This is a fantastic example of how innovative technology can be deployed as a win-win for both the customer and the company. Using cutting edge AI to create proactive, intelligent conversations with customers about things they want to know, whilst freeing human agents up to have the really important, value-add interactions”.

Dr Mark K. Smith, Chief Executive Officer of ContactEngine added: “We’re very happy to be recognised for our achievements in partnership with BT Enterprise. BT has long made it a priority to deliver a differentiated experience for both their customers and employees, and we’re pleased to be able to deliver that for them while achieving significant business benefits along the way. We look forward to continuing our partnership and to achieving more fantastic results together”.

The UK Customer Experience Awards recognise organisations that deliver an outstanding customer experience. Winners were selected by a panel of independent judges made up of business professionals from across the UK, and the awards are accredited with the prestigious Gold Awards Trust Mark from the Independent Awards Standards Council.

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About ContactEngine
ContactEngine is the next generation Customer Engagement Hub technology that enables brands to proactively engage customers in AI-driven conversations to fulfil business objectives. ContactEngine

automates outbound customer engagement across all channels and generates unique insights into the changing patterns of communication by applying demographic and intent analysis, linguistics and ground-breaking artificial intelligence principles to mass volumes of raw data. ContactEngine transforms the way global brands engage with their customers – saving brands millions and making their customers happier. For more information about ContactEngine, please visit contactengine.com

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